

TRADEWINDS 2000

An Update from the Agricultural Export Program

Volume VIII, Issue IV

April/May 2000

Wild California !

It's exciting, it's adventurous, it's California! This summer 'Adventures in Wild California' will capture audiences around the world!

The *California Experience* is a \$32 million dollar promotional event that brings California to the world! The program centers on the IMAX film, 'Adventures in Wild California,' and includes a traveling "road show" that transforms a reception location into a *California Experience* - combining California cuisine, fashion, and scenery. Journeying to over twenty different international and domestic locations, the *California Experience* is the premiere opening night event for 'Adventures in Wild California.' These invitation only, VIP events, allow California to be experienced in a whole new light. Spanning the globe from Osaka to Vancouver, 'Wild California' provides an excellent opportunity to promote California's food and agriculture in a new and unique way.

With over \$32 million in promotional advertising, 'Adventures in Wild California' will be the most promoted IMAX film ever. The program travels to California's major agricultural export markets and provides ample opportunities for participating agricultural commodity boards to cross-promote their product within a 'Wild California' framework. In addition, participants of 'Adventures in Wild California' will also be part of restaurant & in-store promotions that will occur in three regional markets (Canada, Europe, and Japan).

The film 'Adventures in Wild California' reinforces images of California as a trendsetter, a leader, and as a giant within popular culture. Never before has an opportunity to connect your product to the California image been so available. The *California Experience* will heighten the image of California food and agriculture around the world.

AEP Welcomes New Staff Members:

The Agricultural Export Program is happy to welcome four new editions to our staff. Ken Brock joins AEP as a Staff Service Analyst previously from the California Department of Health Services. In addition to Ken, we are joined by two student interns Jessica Bangs and Quinn Rodgers. Both students are currently attending college and earning work experience with our program. Will Wollbold also joins the staff as a foreign exchange student helping with international trade shows.

◆Trade Shows◆

For additional information on any trade show event, please contact AEP at (916) 654-0389

We are currently recruiting for the following shows:

Food & Hotel Philippines 2000

May 31 - June 3, 2000 - Manila, Philippines

ExpoHotel

June 7-9, 2000 - Cancun, Mexico

Food and Hotel South China 2000

September 12-15, 2000 - Guangzhou, China

Abastur

October 11-13, 2000- Mexico City, Mexico

SIAL 2000

October 22-26, 2000- Paris, France

Fruit Logistica

January 13-15, 2001- Berlin, Germany



Pac-Rim Wines: Seminar & Tasting - California Lounge, FOODEX 2000

Last Chance: Tradewinds will no longer be faxed !

If you wish to receive future editions of Tradewinds 2000 by e-mail, please contact Suzanne Lashley at (916) 654-0389 to make subscription changes.

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NEWS YOU CAN USE

Buying Teams:

The Agricultural Export Program often has the opportunity to expose California companies to foreign visitors seeking California food and agricultural products. Our next foreign buying team comes from:

**Singapore - August 2000
(Cold Storage)**

**Wine Tour/Buying Team - Sept. 2000
(Mexico)**

If you are interested in meeting with these buying teams, please contact AEP. Spaces are limited.

Export Readiness:

Are you new to exporting or are having difficulties? The solution can be right at your fingertips! The Agricultural Export Team is here to assist with Export Readiness Consultations. These one-on-one counseling meetings help you sort through some of your exporting difficulties and point you in the right direction. Export Readiness will occur during the month of June. Please contact AEP for further information



MAP BRANDED PROGRAM

The 2000-2001 Branded Program Online application is now available on the WUSATA website @ www.wusata.org. The URL on the front page links you directly into the application for your convenience .

**Cherry Export
Information:**

The Chinese market access agreement for the export of California-produced cherry fruit requires all cherry orchards to be trapped for Medfly from May 1 through June 30 annually. If you have any questions please contact Steve Brown at (916) 653-1440

This years U.S./Japan Cherry workplan has changes that include increased varieties, certification issues, and pallet labeling. If you would like more information please contact AEP.

◆Agricultural Export Team:

Promotions:

Great American Barbecue & Sales Mission
July 3-4, 2000 - Caracas, Venezuela

Fourth of July Embassy Event
July 4, 2000 - Kuala Lumpur, Malaysia

Export Readiness Program
One-on-one meetings to assist first time exporters
June & July 2000 - Various CA locations

Seminars:

Seminars & Events◆

Wal-Mart Promotion/Mexico
U.S. Food and Beverage Products
September 29 - October 18, 2000

Marketing Organic Produce
June 29, 2000 - Reedly, CA
Contact: Richard Molinar
Phone: (559) 456-7555

Wal-Mart Stores in Britain:

Wal-Mart will open its first store in Britain during the month of July. Following the purchase of Asda Group last summer, Wal-Mart will now establish stores under its own name. The new Wal-Mart stores will differ from their newly purchased Asda stores, by having more space dedicated to non-food items. Asda stores currently allocate their floor space to reflect 70% food and 30% variety goods. The new British Wal-Mart will create an equally divided 50/50 floor plan for both food and variety products. With the opening of the new store, located in Bristol, Wal-Mart hopes to expand their franchise with plans for 10 new stores.

Wal-Mart Promotion in Mexico:

The U.S. Agricultural Trade Office (ATO) and Wal-Mart Mexico have agreed to jointly organize a nation-wide supercenter instore promotion for U.S. food and beverage products in Mexico. The world's largest retailer, Wal-Mart has 27 supercenter stores throughout the country, including outlets in the major metropolitan area of Mexico City, Guadalajara, Monterrey, and Queretaro. During the promotion your products will be on the shelves of 27 Wal-Mart supercenters through out Mexico for three months. From September 29 through October 18, 2000, all U.S. products will be featured together in a special U.S. section within all stores. During this promotional period there will also be an intensive nationwide media campaign promoting U.S products. If you are interested in this promotion, please contact AEP. Product recruitment begins immediately!

Export Excellence Seminar:

August 8, 2000

The American Institute For Shippers' Associations, the United States Department of Agriculture and the Agricultural Export Program are conducting a seminar to help shippers of agriculture. The event will be held at the Silverado Resort in Napa Valley on August 8 2000 during the annual meeting of the American Institute For Shippers' Association which is being held August 6-9, 2000. The seminar will focus on the establishment/expansion of overseas export markets and the technical aspects of shipping overseas. Officials from the shipping industry, government, and private industry will provide pertinent information on exports and transportation. If you are interested in this attending this conference, please contact Heidi Reichert, USDA at (202) 690-2325 or e-mail heidi.reichert@usda.gov

South Korea - Outbreak:

Foot and Mouth Disease (FMD) - a highly contagious degenerative disease that affects cattle and other animals, has surfaced in both Japan and South Korea after decades of silence. While these countries have been FMD free for an average of 79 years, the outbreak first discovered in Japan on March 8, 2000 and in South Korea on March 20, 2000 can have dramatic consequences to the domestic cattle industry of these countries.

The Korean Government, in order to prevent the further spread of the disease, has slaughtered hundreds of infected cattle and has begun vaccination of all remaining cattle and pigs in the country. Even though FMD cannot be passed onto humans, consumer fear over food contamination has resulted in sharp reductions of meat consumption within the two countries. In Korea, consumption of domestically produced beef has decreased an estimated 30%, while imported beef had only a slight consumption decrease of 10%.

The outbreak of FMD will have dramatic short-run effects for beef exporters within California, as consumer fear decreases export sales. In 1998, California exported an estimated \$29 million in Beef and Products to South Korea - our second largest export market for cattle. The long run effects of export sales to South Korea will largely depend and how effective the country will be in fighting this outbreak.

If you are interested in learning more about the FMD outbreak in Korea, you can e-mail Dr. Joo-Ho Song at JSONG@cdfa.ca.gov

Buying Missions - Information:

AEP often has the opportunity to expose California companies to foreign buyers that are traveling to California to source products. Normally AEP finds a centrally located venue which allows interested companies to demonstrate their products in a tabletop display. California companies can meet with interested buyers, display their products, and provide product samples. Participating companies in these events should come prepared with foreign language brochures, a representative that speaks the language, and product samples. While foreign buyers do travel with translators, the ratio is usually 5:1, and some knowledge of the language could be helpful. In addition many demonstrators bring along materials such as displays and product racks to attract buyers. If you would like to participate in AEP's buying missions, please contact our office.